



KNXV

**KNXV-TV
PHOENIX****ORDER**Flight Dates 06/27/12-06/27/12Contract / Revision 302868 /Original Date / Revision
06/26/12 06/26/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31
Alexandria, VA 22314Product

Wil Cardon for Senate 2012

Agency Com 15%Billing ContactPO Box 288
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-2Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

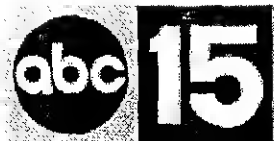
Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	11	\$7,713.75	\$9,075.00	0.00	06/25/12	06/27/12	11	\$7,713.75	\$9,075.00
Totals	11	\$7,713.75	\$9,075.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	06/27/12	06/27/12	M-F 5-6am M-F 5-6am	CM	5am-6am	--W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$200.00		0.00			
N 2	KNXV	06/27/12	06/27/12	M-F 6-7am M-F 6-7am	CM	6am-7am	--W----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$425.00		0.00			
N 3	KNXV	06/27/12	06/27/12		CM	7am-9am	--W----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00



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Print Date: 06/26/12

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Contract / Revision 302868 Flight Dates 06/27/12-06/27/12

Hiatus Dates

Original Date / Revision 06/26/12/ 06/26/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					2	\$500.00		0.00			
N 4	KNXV	06/27/12	06/27/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	--W----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$650.00		0.00			
N 5	KNXV	06/27/12	06/27/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$500.00		0.00			
N 6	KNXV	06/27/12	06/27/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$800.00		0.00			
N 7	KNXV	06/27/12	06/27/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:30 PM-6:30 PM)	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$1,200.00		0.00			
N 8	KNXV	06/27/12	06/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$1,000.00		0.00			
N 9	KNXV	06/27/12	06/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$1,800.00		0.00			
N 10	KNXV	06/27/12	06/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	--W----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	--W----					1	\$1,500.00		0.00			
*Tax 1 Note: Tax 0.5%.														Totals	11 \$9,075.00